



SOFTWARE PRODUCTS SERVICES

Keyword Marketing Optimization – April 2025

- LabelMaster was investing in paid keywords without full visibility into which ones were truly driving returns.
- There were overlapping efforts between paid and organic search, and limited insight into where to cut costs or reinvest.
- These gaps made it difficult to prioritize spending, reduce duplication, and optimize campaign-level performance.





Our Goal:

- Build a scalable, intelligent solution to classify keywords based on return on investment and organic visibility, identify optimization opportunities, and reduce unnecessary spend.
- Empower the marketing team with clear, actionable insights to cut paid ads where organic is strong, improve SEO where needed, and maximize the impact of every keyword dollar spent.

Key Findings – What the Data Told Us






- **Organic vs Paid Gaps:**
 - 40% of keywords show high Organic_Score but low Paid_Score → under-leveraged SEO wins
 - 25% of mid-tier keywords deliver $ROI < 1.0$ → “monitor or deprioritize”
- **Top-Tier Paid Efficiency:**
 - Top 15% paid keywords generate 60% of paid-driven revenue with only 35% of spend
- **ROI Thresholds:**
 - Conservative ($ROI \geq 1.5$) yields highest-confidence cuts
 - Balanced ($ROI \geq 1.2$) captures +20% more marginally profitable keywords

Actionable Recommendations

-  **Cut or reduce paid ads** on:
 - Keywords with ROI below 1.2
-  **Keep paying** or invest more:
 - Keywords with ROI ≥ 1.2 (clear returns)
-  **Prioritize SEO investment:**
 - For keywords where paid clicks convert, but organic traffic is underdeveloped
-  **We've labeled every keyword in your dataset with one of 6 actionable categories**

canonical_keyword_x	Business_Label_Final
emergency response guide book	Weak moderate – deprioritize but monitor
emergency response guidebook	Strong in both → cut/reduce paid
how to ship a car battery	Weak moderate – deprioritize but monitor
hazardous waste label	Strong in organic, not paid → invest in paid
dangerous good declaration software	Weak moderate – deprioritize but monitor
oxidizer placard	Weak moderate – deprioritize but monitor
dangerous good training online	Weak very low – drop or archive
overpack label	Strong in organic, not paid → invest in paid
oxidizer label	Weak moderate – deprioritize but monitor
packaging for large lithium battery	Weak very low – drop or archive
cargo container seal	Weak moderate – deprioritize but monitor
high security seal	Weak very low – drop or archive
hazmat online training	Strong in organic, not paid → invest in paid
placard	Strong in both → cut/reduce paid

Estimated Cost Savings and Gains

-  Estimated cost reduction potential: **15–25%** of total paid keyword spend
-  Example: If annual paid spend = **\$200,000**
→ **\$30K–\$50K** in savings by cutting low-ROI/duplicative keywords
-  Opportunity to **increase ROI by 10–20%** by reallocating to top performers
-  Smart reallocation means **same spend, better outcomes**
-  Insights are ready to act on today using the tool we built

What We've Delivered and How to Use It

The screenshot shows a Streamlit application titled "Keyword ROI Classifier (ROI ≥ 1.2)". On the left, there's a sidebar with the heading "Enter Keyword Metrics" and three input fields: "Paid Cost (\$)" with a value of 100.00, "Revenue (\$)" with a value of 200.00, and "Period (1-19)" with a value of 14. Below these is a "Predict" button. The main area has a lightbulb icon and the title. Below the title, it says "Predict whether to Keep Paying or Cut Paid based on Paid Cost, Revenue, and Period." There's a section for "Upload CSV for Bulk Prediction" with a file upload area and a "Browse files" button. Below the upload area, a file named "predictions_1.csv" (2.8KB) is shown. At the bottom, a table displays the results of the predictions.

	clean_keyword	Paid_Cost	revenue	period	Prediction	Prediction Label
0	polystyrene packaging box	558.41	468.56	20	0	✗ Cut Paid
1	49 cfr book	265.63	465.48	20	1	✓ Keep Paying
2	2018 erg	196.67	133.75	17	0	✗ Cut Paid
3	hazmat training	1123.86	1981.99	18	0	✗ Cut Paid
4	2022 lata dgr	1019.11	1173.25	16	0	✗ Cut Paid

- ✓ **Streamlit App** that allows your team to:
 - Upload keyword data
 - Instantly get “Keep Paying” vs “Cut Paid” labels
 - Export decisions to CSV
- ✓ **Keyword labels** by business category:
 - “Strong in Organic, Not Paid”, “Weak Very Low”, etc.
- ✓ **Trained ML model** (XGBoost), code, and documentation provided